Index to Volume XXIX, 1965

SPRING ISSUE, 1-184; SUMMER, 185-348;
FALL, 349-522; WINTER, 523-684

Abel, Robert H., and David Manning White, eds., *The Funnies: An American Idiom*, reviewed, 182-183

Abrams, Mark, "British Elite Attitudes and the European Common Market," 236-246

ADVERTISING. Krugman, Herbert E., "A Comparison of Physical and Verbal Responses to Television Commercials," 323-325; "The Impact of Television Advertising: Learning without Involvement," 349-356

ALIENATION. McLeod, Jack, Scott Ward, and Karen Tancill, "Alienation and Uses of the Mass Media," 583-594; Olsen, Marvin E., "Alienation and Political Opinions," 200-212; Stone, Clarence N., "Local Referendums: An Alternative to the Alienated-voter Model," 213-222

Alker, Hayward R., Jr., Bruce Russett, Karl W. Deutsch, and Harold D. Lasswell, *World Handbook of Political and Social Indicators*, reviewed, 669-671

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH. Proceedings of the Twentieth Annual Conference, Babette Kass, ed., 439-485; Award, 442-443; Business Meeting, 482-483; Contents, 440-441

ANTI-SEMITISM. *See* 649-664 (Polls)

ATTITUDES. Carlsson, Gösta, "Time and Continuity in Mass Attitude Change: The Case of Voting," 1-15; Chase, Stuart, "American Values: A Generation of Change," 357-367; Jones, Frank E., and Wallace E. Lambert, "Occupational Rank and Attitudes toward Immigrants," 137-144; Jordan, Nehemiah, "The 'Asymmetry' of 'Liking' and 'Disliking': A Phenomenon Meriting Further Reflection and Research," 315-322; Krugman, Herbert E., "The Impact of Television Advertising: Learning without Involvement," 349-356; Levine, Gene N., and John Modell, "American Public Opinion and the Fallout-shelter Issue," 270-279; Roper, Elmo, "The Politics of Three Decades," 368-376; Rosi, Eugene J., "Mass and Attentive Opinion on Nuclear Weapons Tests and Fallout, 1954-1963," 280-297; Simon, Rita James, and Wendell Shackelford, "The Defense of Insanity: A Survey of Legal and Psychiatric Opinion," 411-424; Skrzypek, Stanislaw, "The Political, Cultural, and Social Views of Yugoslav Youth," 87-106. *See also* 474-476 (abstracts)

Ascher, Charles S., "Gulliver in the Land of the Swiss," 298-305

ASYMMETRY. Jordan, Nehemiah, "The 'Asymmetry' of 'Liking' and 'Disliking': A Phenomenon Meriting Further Reflection and Research," 315-322

Back, Kurt W., and Judith Saravay, "Today's Social Research for Tomorrow's History: Who and How," abstract, 461-462; and J. Mayone Stycos, *The Control of Human Fertility in Jamaica*, reviewed, 671-673

Barber, James D., *Political Leadership in American Government*, reviewed, 509-511

Bauer, Raymond A., "The Problem Is Easy: It's the Solution That's Hard," abstract, 448-449; and Ithiel de Sola Pool and Lewis Anthony Dexter, *American Business and Public Policy*, reviewed, 343-344

BEHAVIOR CHANGE. Greenwald, Anthony G., "Effects of Prior Commitment on Behavior Change after a Persuasive Communication," 595-601; Krugman, Herbert E., "The Impact of Television Advertising: Learning without Involvement," 349-356

BEHAVIORAL SCIENCE. *See* 447-449 (abstracts)

Benham, Thomas W., "Polling for a Presidential Candidate: Some Observations on the 1964 Campaign," 185-199

Bernays, Edward L., book review: *Effective Public Relations*, by Scott M. Cutlip and Allen H. Center; *Public Relations: Principles, Cases, and*

Problems, by Bertrand R. Canfield; *Practical Publicity: A Handbook for Public and Private Workers*, by Herbert Jacobs, 681-683
Biderman, Albert D., and Laure M. Sharp, "Changing Concepts of Career and Working Life," abstract, 470
BIRTH CONTROL. Stycos, J. Mayone, "The Potential Role of Turkish Village Opinion Leaders in a Program of Family Planning," 120-130
Blackstock, Paul W., *The Strategy of Subversion: Manipulating the Politics of Other Nations*, reviewed, 507-509
Blankertz, Donald F., Robert Ferber, and Sidney Hollander, Jr., *Marketing Research*, reviewed, 683-684
Blauner, Robert, *Alienation and Freedom: The Factory Worker and His Industry*, reviewed, 517-519
Bluem, A. William, *Documentary in American Television*, reviewed, 506-507
Bogart, Leo, book review: *Documentary in American Television*, by A. William Bluem, 506-507
Boynton, George Robert, "Southern Conservatism: Constituency Opinion and Congressional Voting," 259-269
Brehm, J. W., and A. R. Cohen, *Explorations in Cognitive Dissonance*, reviewed, 511-514
BRITAIN. Abrams, Mark, "British Elite Attitudes and the European Common Market," 236-246
Brown, Morton L., "Use of a Postcard Query in Mail Surveys," 635-637
Buckner, H. Taylor, "A Theory of Rumor Transmission," 54-70

Cahalan, Don, "Report on a Mail Questionnaire Sent to AAPOR Members Concerning Training and Recruitment," 479-482
Canfield, Bertrand R., *Public Relations: Principles, Cases, and Problems*, reviewed, 681-683
Cantril, Hadley, "Evaluating the Probable Reactions to the Landing in North Africa in 1942: A Case Study," 400-410
CAREERS. *See* 470 (abstract)
Carlsson, Gösta, "Time and Continuity in Mass Attitude Change: The Case of Voting," 1-15
Cassels, Alan, "Some Reflections on Mussolini's Cult of Public Opinion," abstract, 460
Center, Allen H., and Scott M. Cutlip, *Effective Public Relations*, reviewed, 681-683
Chalmers, Douglas, *The Social Democratic Party of Germany: From Working-class Movement to Modern Political Party*, reviewed 678-680
Chapman, Shirley, and Richard Claude, "A Deviant Election in a One-party County," 247-258
Chase, Stuart, "American Values: A Generation of Change," 357-367
CHOICE. *See* 467-468 (abstract)
Claude, Richard, and Shirley Chapman, "A Deviant Election in a One-Party County," 247-258
COGNITIVE DIMENSIONS. Kessel, John H., "Cognitive Dimensions and Political Activity," 377-389
Cohen, A. R., and J. W. Brehm, *Explorations in Cognitive Dissonance*, reviewed, 511-514
Cohen, Reuben, "The Position-effects Problem: Under What Circumstances? How Big?, abstract, 456
COLOMBIA. Rogers, Everett M., "Mass Media Exposure and Modernization among Colombian Peasants," 614-625
Colombotos, John, "The Effects of Personal vs. Telephone Interviews on Socially Acceptable Responses," abstract, 457-458
COMMITMENT. Greenwald, Anthony G., "Effects of Prior Commitment on Behavior Change after a Persuasive Communication," 595-601
COMMUNICATION. Buckner, H. Taylor, "A Theory of Rumor Transmission," 54-70; Greenwald, Anthony G., "Effects of Prior Commitment on Behavior Change after a Persuasive Communication," 595-601; Troldahl, Verling C., and Robert Van Dam, "Face-to-face Communication about Major Topics in the News," 626-634. *See also* 450-452, 467-469, 471-472 (abstracts); Mass Media
COMPUTERS. Paisley, William J., and Edwin B. Parker, "A Computer-generated Sampling Table for Selecting Respondents within Households," 431-436. *See also* 444-445, 456-457 (abstracts)
CONSERVATISM. Boynton, George Robert, "Southern Conservatism: Constituency Opinion and Congressional Voting,"

259-269; Crespi, Irving, "The Structural Basis for Right-wing Conservatism: The Goldwater Case," 523-543
CONSUMPTION ETHIC. *See* 472 (abstract)
CONTENT ANALYSIS. *See* 459-460 (abstract)
Cornwell, Elmer E., Jr., book review: *The Talkative President: The Off-the-record Press Conferences of Calvin Coolidge*, by Howard H. Quint and Robert H. Ferrell, 345-346
CORRESPONDENCE AND COMMENT. Dodd, Stuart C., 168-169
Corson, John J., book review: *The Press and Its Problems*, by Curtis D. MacDougall, 181-182
Crespi, Irving, "The Structural Basis for Right-wing Conservatism: The Goldwater Case," 523-543
Cutlip, Scott M., and Allen H. Center, *Effective Public Relations*, reviewed, 681-683

Davis, Morris, *Iceland Extends Its Fisheries Limits*, reviewed, 680-681; book review: *Politics in England: An Interpretation*, by Richard Rose; *The American Polity: A Social and Cultural Interpretation*, by William C. Mitchell, 676-678
Davison, W. Phillips, book review: *Psychologie der Massenkommunikation*, by Gerhard Maletzke, 180-181; book review: *Communications and Political Development*, ed. by Lucian W. Pye, and *Mass Media and National Development: The Role of Information in the Developing Countries*, by Wilbur Schramm, 673-676
DEFENSE OF INSANITY. Simon, Rita James, and Wendell Shackelford, "The Defense of Insanity: A Survey of Legal and Psychiatric Opinion," 411-424
Deutsch, Karl W., Bruce Russett, Hayward R. Alker, Jr., and Harold D. Lasswell, *World Handbook of Political and Social Indicators*, reviewed, 669-671
Dexter, Lewis Anthony, Raymond A. Bauer, and Ithiel de Sola Pool, *American Business and Public Policy*, reviewed, 343-344
Dinkel, Robert M., book review: *The Control of Human Fertility in Jamaica*, by J. Mayone Stycos and Kurt W. Back, 671-673
DISLIKING. Jordan, Nehemiah, "The 'Asymmetry' of 'Liking' and 'Disliking': A Phenomenon Meriting Further Reflection and Research," 315-322

Edelman, Murray, *The Symbolic Uses of Politics*, reviewed, 344-345
ELECTIONS. *See* Political Behavior
ELITES. Abrams, Mark, "British Elite Attitudes and the European Common Market," 236-246
EQUILIBRIUM CYCLE. Sellers, Charles, "The Equilibrium Cycle in Two-party Politics," 16-38
EUROPEAN COMMON MARKET. Abrams, Mark, "British Elite Attitudes and the European Common Market," 236-246

FALLOUT. Levine, Gene N., and John Modell, "American Public Opinion and the Fallout-shelter Issue," 270-279; Rosi, Eugene J., "Mass and Attentive Opinion on Nuclear Weapons Tests and Fallout, 1954-1963," 280-297
FAMILY PLANNING. Stycos, J. Mayone, "The Potential Role of Turkish Village Opinion Leaders in a Program of Family Planning," 120-130
Farnsley, Charles P., "Polls as a Tool of Government," abstract, 463-464
Ferber, Robert, Donald F. Blankertz, and Sidney Hollander, Jr., *Marketing Research*, reviewed, 683-684
Ferrell, Robert H., and Howard H. Quint, *The Talkative President: The Off-the-record Press Conferences of Calvin Coolidge*, reviewed, 345-346
Festinger, L., *Conflict, Decision and Dissonance*, reviewed, 511-514
Foote, Nelson N., "The Worth of Time," abstract, 469-470
FRENCH REVOLUTION. *See* 459-460 (abstract)

Gallup, George, "Polls and the Political Process—Past, Present, and Future," abstract, 462-463; "Polls and the Political Process—Past, Present and Future," 544-549
Glaser, William A., "Television and Voting Turnout," 71-86
Goeke, Joseph W., "Public Reaction to Pre-election Polls and Computer Election Projections," abstract, 444-445
Gold, David, and Jerry L. Simmons, "News Selection Patterns among Iowa Dailies," 425-430
Goldberg, Melvin A., "The New Com-

munications Revolution," abstract, 471-472
GOLDWATER. Benham, Thomas W., "Polling for a Presidential Candidate: Some Observations on the 1964 Campaign," 185-199; Crespi, Irving, "The Structural Basis for Right-wing Conservatism: The Goldwater Case," 523-543
Golembiewski, Robert T., book review: *The Exercise of Influence in Small Groups*, by Terence K. Hopkins, 519-521
Greenwald, Anthony G., "Effects of Prior Commitment on Behavior Change after a Persuasive Communication," 595-601

Halbert, Michael H., "Open Mouth—Closed Mind," abstract, 447-448
Hale, Oron J., *The Captive Press in the Third Reich*, reviewed, 346-348
Hamilton, Richard F., "Skill Level and Politics," 390-399
Harter, Susan, Stanley Milgram, and Leon Mann, "The Lost-letter Technique: A Tool of Social Research," 437-438
HISTORICAL RESEARCH. Unger, Aryeh L., "The Public Opinion Reports of the Nazi Party," 565-582. *See also* 459-462 (abstracts)
Hollander, Sidney, Jr., Robert Ferber, and Donald F. Blankertz, *Marketing Research*, reviewed, 683-684
Hopkins, Terence K., *The Exercise of Influence in Small Groups*, reviewed, 519-521

IDENTITY. *See* 473-474 (round table)
IMMIGRANTS. Jones, Frank E., and Wallace E. Lambert, "Occupational Rank and Attitudes toward Immigrants," 137-144
IN MEMORIAM. Wendell Dean Baker, 165; Charles Edward Parker, 166; Pierre Martineau, 166-167; Raymond Hugo Franzen, 504-505
INSANITY. Simon, Rita James, and Wendell Shackelford, "The Defense of Insanity: A Survey of Legal and Psychiatric Opinion," 411-424
INTERVIEWING. McDonagh, Edward C., and A. Leon Rosenblum, "A Comparison of Mailed Questionnaires and Subsequent Structured Interviews," 131-136; Sudman, Seymour, "Time Allocation in Survey Interviewing and in Other Field Occupations," 638-648. *See also* 168-169 (Correspondence and Comment); 457 (abstract); 477-478 (round table); Research Methods
IOWA. Gold, David, and Jerry L. Simmons, "News Selection Patterns among Iowa Dailies," 425-430

Jacobs, Herbert, *Practical Publicity: A Handbook for Public and Private Workers*, reviewed, 681-683
JAPAN. Kuroda, Yasumasa, "Political Role Atributions and Dynamics in a Japanese Community," 602-613
Jones, Frank E., and Wallace E. Lambert, "Occupational Rank and Attitudes toward Immigrants," 137-144
Jordan, Nehemiah, "The 'Asymmetry' of 'Liking' and 'Disliking': A Phenomenon Meriting Further Reflection and Research," 315-322

Kessel, John H., "Cognitive Dimensions and Political Activity," 377-389
Kishler, John, "Emerging Attitudes and Values of Teen-agers with Some Implications for the Future," abstract, 472-473
Klapper, Joseph T., "Report on a Mail Questionnaire Sent to AAPOR Members Concerning Demographic and Occupational Characteristics," 482
Koch, Sigmund, ed., *Psychology: A Study of a Science. Volume 6. Investigations of Man as Socius: Their Place in Psychology and the Social Sciences*, reviewed, 170-178
Kolbe, Richard L., book review: *Iceland Extends Its Fisheries Limits*, by Morris Davis, 680-681
Kornfeld, H. Allan, book review: *The Funnies: An American Idiom*, ed. by David Manning White and Robert H. Abel, 182-183
Krugman, Herbert E., "A Comparison of Physical and Verbal Responses to Television Commercials," 323-325; "The Impact of Television Advertising: Learning without Involvement," 349-356; book review: *Interviewing Costs in Survey Research: A Computer Simulation Study*, by Charles S. Mayer, 516-517
Kuroda, Yasumasa, "Political Role Attri-

butions and Dynamics in a Japanese Community," 602-613

Lambert, Wallace E., and Frank E. Jones, "Occupational Rank and Attitudes toward Immigrants," 137-144

Lane, Robert E., and David O. Sears, *Public Opinion*, reviewed, 178-180

Lang, Kurt, and Gladys Engel Lang, "Ballots and Bandwagon: The Impact of Expectations and Election-day Perceptions on Voting Behavior," abstract, 446-447

Larson, Cedric A., book review: *The Captive Press in the Third Reich*, by Oron J. Hale, 346-348

Lasswell, Harold D., book review: *The Symbolic Uses of Politics*, by Murray Edelman, 344-345; book review: *The Strategy of Subversion: Manipulating the Politics of Other Nations*, by Paul W. Blackstock, 507-509; and Bruce Russett, Hayward R. Alker, Jr., and Karl W. Deutsch, *World Handbook of Political and Social Indicators*, reviewed, 669-671

LEADERSHIP. Stycos, J. Mayone, "The Potential Role of Turkish Village Opinion Leaders in a Program of Family Planning," 120-130

LEARNING. Krugman, Herbert E., "The Impact of Television Advertising: Learning without Involvement," 349-356

Leavitt, Clark, "The Communication Response," abstract, 468-469

Levine, Erwin L., *Theodore Francis Green: The Rhode Island Years, 1906-1963*, reviewed, 509-511

Levine, Gene N., and John Modell, "American Public Opinion and the Fallout-shelter Issue," 270-279

LIBRARY CIRCULATION. Parker, Edwin B., and William J. Paisley, "Predicting Library Circulation from Community Characteristics," 39-53

LIKING. Jordan, Nehemiah, "The 'Asymmetry' of 'Liking' and 'Disliking': A Phenomenon Meriting Further Reflection and Research," 315-322

Lipsitz, Lewis, book review: *Alienation and Freedom: The Factory Worker and His Industry*, by Robert Blauner, 517-519

Lowenthal, Marjorie Fiske, "Report of AAPOR Research Development Committee," 484-485

MacDougall, Curtis D., *The Press and Its Problems*, reviewed, 181-182

Maletzke, Gerhard, *Psychologie der Massenkommunikation*, reviewed, 180-181

MANAGEMENT. *See* 447-449 (abstracts)

Mann, Leon, Stanley Milgram, and Susan Harter, "The Lost-letter Technique: A Tool of Social Research," 437-438

MARKET RESEARCH. *See* 449-450 (abstract)

Martin, Ralph G., *The Bosses*, reviewed, 509-511

MASS MEDIA. Glaser, William A., "Television and Voting Turnout," 71-86; Gold, David, and Jerry L. Simmons, "News Selection Patterns among Iowa Dailies," 425-430; Krugman, Herbert E., "A Comparison of Physical and Verbal Responses to Television Commercials," 323-325, and the "The Impact of Television Advertising: Learning without Involvement," 349-356; McLeod, Jack, Scott Ward, and Karen Tancill, "Alienation and Uses of the Mass Media," 583-594; Parker, Edwin B., and William J. Paisley, "Predicting Library Circulation from Community Characteristics," 39-53; Rogers, Everett M., "Mass Media Exposure and Modernization among Colombian Peasants," 614-625; Troldahl, Verling C., and Robert Van Dam, "Face-to-face Communication about Major Topics in the News," 626-634. *See also* 445-456, 471-472 (abstracts)

Mayer, Charles S., *Interviewing Costs in Survey Research: A Computer Simulation Study*, reviewed, 516-517

Mayer, Henry, *The Press in Australia*, reviewed, 183-184

Mazo, Earl, "A Political Reporter Looks at Political Polls," abstract, 464-465

McDonagh, Edward C., and A. Leon Rosenblum, "A Comparison of Mailed Questionnaires and Subsequent Structured Interviews," 131-136

McKean, Dayton D., book review: *Political Leadership in American Government*, by James D. Barber; *Theodore Francis Green: The Rhode Island Years, 1906-1963*, by Erwin L. Levine; and *The Bosses*, by Ralph G. Martin, 509-511

McLeod, Jack, Scott Ward, and Karen Tancill, "Alienation and Uses of the Mass Media," 583-594

Mendelsohn, Harold, "Ballots and Broad-

casts: Exposure to Election Broadcasts and Terminal Voting Decisions," abstract, 445-446

MENTAL HEALTH. Papageorgis, Demetrios, "Prevention and Treatment in Mental Health Communications," 107-119

Milgram, Stanley, Leon Mann, and Susan Harter, "The Lost-letter Technique: A Tool of Social Research," 437-438

Miller, Warren E., "Interrelationships between Historical and Survey Data: Some Prerequisites for Methodological and Substantive Research," abstract, 460-461

Mitchell, William C., *The American Polity: A Social and Cultural Interpretation*, reviewed, 676-678

Modell, John, and Gene N. Levine, "American Public Opinion and the Fallout-shelter Issue," 270-279

MODERNIZATION. Rogers, Everett M., "Mass Media Exposure and Modernization among Colombian Peasants," 614-625

Murphy, Walter F., *Elements of Judicial Strategy*, reviewed, 514-516

MUSSOLINI. *See* 460 (abstract)

NAZI PARTY. Unger, Aryeh L., "The Public Opinion Reports of the Nazi Party," 565-582

NEWS AND NOTES. 158-164; 338-342; 497-503; 665-668

NORTH AFRICA. Cantril, Hadley, "Evaluating the Probable Reactions to the Landing in North Africa in 1942: A Case Study," 400-410

NUCLEAR WEAPONS. Rosi, Eugene J., "Mass and Attentive Opinion on Nuclear Weapons Tests and Fallout, 1954-1963," 280-297

OCCUPATIONS. Jones, Frank E., and Wallace E. Lambert, "Occupational Rank and Attitudes toward Immigrants," 137-144. *See also* 470 (abstract)

Odegard, Peter, book review: *Public Opinion*, by Robert E. Lane and David O. Sears, 178-180

Olsen, Marvin E., "Alienation and Political Opinions," 200-212

OPINION CHANGE. Carlsson, Gösta, "Time and Continuity in Mass Attitude Change: The Case of Voting," 1-15; Chase, Stuart, "American Values: A Generation of Change," 357-367; Krugman, Herbert E., "The Impact of Television Advertising: Learning without Involvement," 349-356; Roper, Elmo, "The Politics of Three Decades," 368-376

OPINION LEADERSHIP. Stycos, J. Mayone, "The Potential Role of Turkish Village Opinion Leaders in a Program of Family Planning," 120-130

OPINION RESEARCH. *See* Public Opinion; Research Methods; Social Research

Paisley, William J., and Edwin B. Parker, "Predicting Library Circulation from Community Characteristics," 39-53; "A Computer-generated Sampling Table for Selecting Respondents within Households," 431-436; book review: *World Handbook of Political and Social Indicators*, by Bruce Russett, Hayward R. Alker, Jr., Karl Deutsch, and Harold D. Lasswell, 669-671

Papageorgis, Demetrios, "Prevention and Treatment in Mental Health Communications," 107-119

Parker, Edwin B., and William J. Paisley, "Predicting Library Circulation from Community Characteristics," 39-53; "A Computer-generated Sampling Table for Selecting Respondents within Households," 431-436; book review: *World Handbook of Political and Social Indicators*, by Bruce Russett, Hayward R. Alker, Jr., Karl W. Deutsch, and Harold D. Lasswell, 669-671

PARTY IDENTIFICATION. Sellers, Charles, "The Equilibrium Cycle in Two-party Politics," 16-38

PHYSICISTS. Strickland, Donald A., "Physicists' Views of Space Politics," 223-235

Pike, Douglas E., "Vietnam: Communication Factors of Revolutionary Guerrilla War," abstract, 450

POLITICAL BEHAVIOR. Benham, Thomas W., "Polling for a Presidential Candidate: Some Observations on the 1964 Campaign," 185-199; Boynton, George Robert, "Southern Conservatism: Constituency Opinion and Congressional Voting," 259-269; Carlsson, Gösta, "Time and Continuity in Mass Attitude Change: The Case of Voting," 1-15; Chapman, Shirley, and Richard Claude, "A Deviant Election in a One-party County," 247-258; Crespi,

Irving, "The Structural Basis for Right-wing Conservatism: The Goldwater Case," 523-543; Gallup, George, "Polls and the Political Process—Past, Present, and Future," 544-549; Glaser, William A., "Television and Voting Turnout," 71-86; Hamilton, Richard F., "Skill Level and Politics," 390-399; Kessel, John H., "Cognitive Dimensions and Political Activity," 377-389; Kuroda, Yasumasa, "Political Role Attributions and Dynamics in a Japanese Community," 602-613; Olsen, Marvin E., "Alienation and Political Opinions," 211-212; Roper, Elmo, "The Politics of Three Decades," 368-376; Salisbury, Robert H., "The Urban Party Organization Member," 550-564; Sellers, Charles, "The Equilibrium Cycle in Two-party Politics," 16-38; Stone, Clarence N., "Local Referendums: An Alternative to the Alienated-voter Model," 213-222; Strickland, Donald A., "Physicists' Views of Space Politics," 223-235; Unger, Aryeh L., "The Public Opinion Reports of the Nazi Party," 565-582; Windle, Charles, "Factors in the Passage of Sterilization Legislation: The Case of Virginia," 306-314. *See also* 444-447, 462-465 (abstracts)

Polls. Benham, Thomas W., "Polling for a Presidential Candidate: Some Observations on the 1964 Campaign," 185-199; Gallup, George, "Polls and the Political Process—Past, Present and Future," 544-549. Reports from: "Personal Religion," 145-157; "Organized Religion," 326-337; "Religious Prejudice, Part I," 486-496; "Religious Prejudice, Part II: Anti-Semitism," 649-664. *See also* 444-445, 462-465 (abstracts)

Pool, Ithiel de Sola, Raymond A. Bauer, and Lewis Anthony Dexter, *American Business and Public Policy*, reviewed, 343-344

Population Control. Stycos, J. Mayone, "The Potential Role of Turkish Village Opinion Leaders in a Program of Family Planning," 120-130

Prejudice. *See* 486-496, 649-664 (Polls)

Presidential Campaign. Benham, Thomas W., "Polling for a Presidential Candidate: Some Observations on the 1964 Campaign," 185-199

Press. *See* Mass Media

Public Opinion. Chase, Stuart, "American Values: A Generation of Change," 357-367; Levine, Gene N., and John Modell, "American Public Opinion and the Fallout-shelter Issue," 270-279; Roper, Elmo, "The Politics of Three Decades," 368-376; Rosi, Eugene J., "Mass and Attentive Opinion on Nuclear Weapons Tests and Fallout, 1954-1963," 280-297; Unger, Aryeh L., "The Public Opinion Reports of the Nazi Party," 565-582. *See also* 459-460 (abstracts)

Pye, Lucian W., ed., *Communications and Political Development*, reviewed, 673-676

Questionnaires. *See* Research Methods

Quint, Howard H., and Robert H. Ferrell, *The Talkative President: The Off-the-record Press Conference of Calvin Coolidge*, reviewed, 345-346

Racial Crisis. *See* 471-472 (abstract); 452-455 (round table)

Radio. *See* Mass Media

Rank. Jones, Frank E., and Wallace E. Lambert, "Occupational Rank and Attitudes toward Immigrants," 137-144

Religion. See 145-157; 326-337; 486-496; 649-664 (Polls)

Research Development. Lowenthal, Marjorie Fiske, "Report of AAPOR Research Development Committee," 484-485

Research Methods. Ascher, Charles S., "Gulliver in the Land of the Swiss," 298-305; Cahalan, Don, "Report on a Mail Questionnaire Sent to AAPOR Members Concerning Training and Recruitment," 479-482; Brown, Morton L., "Use of a Postcard Query in Mail Surveys," 635-637; Cantril, Hadley, "Evaluating the Probable Reactions to the Landing in North Africa in 1942: A Case Study," 400-410; Jordan, Nehemiah, "The 'Asymmetry' of 'Liking' and 'Disliking': A Phenomenon Meriting Further Reflection and Research," 315-322; Krugman, Herbert E., "A Comparison of Physical and Verbal Responses to Television Commercials," 323-325; McDonagh, Edward C., and A. Leon Rosenblum, "A Comparison of Mailed

Questionnaires and Subsequent Structured Interviews," 131-136; Milgram, Stanley, Leon Mann, and Susan Harter, "The Lost-letter Technique: A Tool of Social Research," 437-438; Paisley, William J., and Edwin B. Parker, "A Computer-generated Sampling Table for Selecting Respondents within Households," 431-436; Sudman, Seymour, "Time Allocation in Survey Interviewing and in Other Field Occupations," 638-648. *See also* 168-169 (Correspondence and Comment); 456-462, 468-470 (abstracts); 477-478 (round table)

Rogers, Everett M., "Mass Media Exposure and Modernization among Colombian Peasants," 614-625

Rogers, Kenneth, "The Vicissitudes of the Market Researcher's Role," abstract, 449-450

Roper, Elmo, "The Politics of Three Decades," 368-376

Rose, Richard, *Politics in England: An Interpretation*, reviewed, 676-678

Rosenblum, A. Leon, and Edward C. McDonagh, "A Comparison of Mailed Questionnaires and Subsequent Structured Interviews," 131-136

Rosi, Eugene J., "Mass and Attentive Opinion on Nuclear Weapons Tests and Fallout, 1954-1963," 280-297

Roth, Guenther, *The Social Democrats in Imperial Germany: A Study in Working-class Isolation and National Integration*, reviewed, 678-680

Roth, Jules, "Creative Listening," abstract, 448

Rothwell, Naomi D., "Measurements of Error in Surveys of Residential Alterations and Repairs—A Case Study in Applied Research," abstract, 458-459

Rowse, Arthur Edward, book review: *The Press in Australia*, by Henry Mayer, 183-184

RUBY TRIAL. Simon, Rita James, and Wendell Shackelford, "The Defense of Insanity: A Survey of Legal and Psychiatric Opinion," 411-424

RUMOR TRANSMISSION. Buckner, H. Taylor, "A Theory of Rumor Transmission," 54-70

Russett, Bruce, Hayward R. Alker, Jr., Karl W. Deutsch, and Harold D. Lasswell, *World Handbook of Political and Social Indicators*, reviewed, 669-671

Salisbury, Robert H., "The Urban Party Organization Member," 550-564

Saravay, Judith, and Kurt W. Back, "Today's Social Research for Tomorrow's History: Who and How," abstract, 461-462

Schattschneider, E. E., book review: *American Business and Public Policy*, by Raymond A. Bauer, Ithiel de Sola Pool, and Lewis Anthony Dexter, 343-344

Schramm, Wilbur, *Mass Media and National Development: The Role of Information in the Developing Countries*, reviewed, 673-676

Sears, David O., and Robert E. Lane, *Public Opinion*, reviewed, 178-180

Sellers, Charles, "The Equilibrium Cycle in Two-party Politics," 16-38

Shackelford, Wendell, and Rita James Simon, "The Defense of Insanity: A Survey of Legal and Psychiatric Opinion," 411-424

Shapiro, Gilbert, "Public Opinion in the Revolutionary Process: A Quantitative Analysis of the *Cahiers de Doléances* of 1789," abstract, 459-460

Sharp, Laure M., and Albert D. Biderman, "Changing Concepts of Career and Working Life," abstract, 470

Simmons, Jerry L., and David Gold, "News Selection Patterns among Iowa Dailies," 425-430

Simon, Rita James, and Wendell Shackelford, "The Defense of Insanity: A Survey of Legal and Psychiatric Opinion," 411-424

SKILL LEVEL. Hamilton, Richard F., "Skill Level and Politics," 390-399

Skrzypek, Stanislaw, "The Political, Cultural, and Social Views of Yugoslav Youth," 87-106

Smith, Charles P., book review: *Explorations in Cognitive Dissonance*, by J. W. Brehm and A. R. Cohen; *Conflict, Decision and Dissonance*, by L. Festinger, 511-514

Smith, J. E. Keith, "Some On-line Uses of Computers in the Behavioral Sciences," abstract, 456-457

Smith, M. Brewster, book review: *Psychology: A Study of a Science. Volume 6. Investigations of Man as Socius: Their Place in Psychology and the Social Sciences*, ed. by Sigmund Koch, 170-178

SOCIAL RESEARCH. Lowenthal, Marjorie Fiske, "Report of AAPOR Research Development Committee," 484-485. *See also* 452-455 (round table); 460-462 (abstracts)
Sosin, Gene, "Communications to Soviet Elites," abstract, 451
SOUTH. Boynton, George Robert, "Southern Conservatism: Constituency Opinion and Congressional Voting," 259-269
SOVIET UNION. *See* 451 (abstract)
SPACE POLITICS. Strickland, Donald A., "Physicists' Views of Space Politics," 223-235
Spicer, George W., book review: *Elements of Judicial Strategy*, by Walter Murphy, 514-516
STERILIZATION. Windle, Charles, "Factors in the Passage of Sterilization Legislation: The Case of Virginia," 306-314
Stone, Clarence N., "Local Referendums: An Alternative to the Alienated-voter Model," 213-222
Strickland, Donald A., "Physicists' Views of Space Politics," 223-235
Stycos, J. Mayone, "The Potential Role of Turkish Village Opinion Leaders in a Program of Family Planning," 120-130; and Kurt W. Back, *The Control of Human Fertility in Jamaica*, reviewed, 671-673
Sudman, Seymour, "Time Allocation in Survey Interviewing and in Other Field Occupations," 638-648
SURVEY METHODS. *See* Research Methods
SURVEY RESEARCH. *See* Research Methods, Social Research
SWITZERLAND. Ascher, Charles S., "Gulliver in the Land of the Swiss," 298-305

Tancill, Karen, Jack McLeod, and Scott Ward, "Alienation and Uses of the Mass Media," 583-594
TEENAGERS. *See* 472-473 (abstract)
TELEPHONE SOLICITATION. *See* 168-169 (Correspondence and Comment)
TELEVISION. *See* Mass Media
TIME. Carlsson, Gösta, "Time and Continuity in Mass Attitude Change: The Case of Voting," 1-15; Sudman, Seymour, "Time Allocation in Survey Interviewing and in Other Field Occupations," 638-648. *See also* 469-470 (abstract)
Troldahl, Verling C., and Robert Van Dam, "Face-to-face Communication about Major Topics in the News," 626-634
TURKEY. Stycos, J. Mayone, "The Potential Role of Turkish Village Opinion Leaders in a Program of Family Planning," 120-130

Unger, Aryeh L., "The Public Opinion Reports of the Nazi Party," 565-582

VALUES. Chase, Stuart, "American Values: A Generation of Change," 357-367
Van Dam, Robert, and Verling C. Troldahl, "Face-to-face Communication about Major Topics in the News," 626-634
VIETNAM. *See* 450 (abstract)
VIRGINIA. Windle, Charles, "Factors in the Passage of Sterilization Legislation: The Case of Virginia," 306-314
VOTING. See Political Behavior.

Ward, Scott, Jack McLeod, and Karen Tancill, "Alienation and Uses of the Mass Media," 583-594
Wells, William D., "Choice Making after Conflicting Communications," abstract, 467-468
Westfall, Ralph, book review: *Marketing Research*, by Robert Ferber, Donald F. Blankertz, and Sidney Hollander, Jr., 683-684
White, David Manning, and Robert H. Abel, eds., *The Funnies: An American Idiom*, reviewed, 182-183
White, Ralph K., "The Semantics of Socialism and Capitalism," abstract, 451-452
Wiebe, Gerhart D., "A Model for Mass Communication," abstract, 467
Willey, Richard J., book review: *The Social Democrats in Imperial Germany: A Study in Working-class Isolation and National Integration*, by Guenther Roth; *The Social Democratic Party of Germany: From Working-class Movement to Modern Political Party*, by Douglas Chalmers, 678-680
Windle, Charles, "Factors in the Passage of Sterilization Legislation: The Case of Virginia," 306-314

YOUTH. Skrzypek, Stanislaw, "The Political, Cultural, and Social Views of Yugoslav Youth," 87-106

CONTENTS OF VOLUME XXIX, 1965

NUMBER 1 SPRING 1965

Time and Continuity in Mass Attitude Change: The Case of Voting — *Gösta Carlsson* — 1

The Equilibrium Cycle in Two-party Politics — *Charles Sellers* — 16

Predicting Library Circulation from Community Characteristics — *Edwin B. Parker and William J. Paisley* — 39

A Theory of Rumor Transmission — *H. Taylor Buckner* — 54

Television and Voting Turnout — *William A. Glaser* — 71

The Political, Cultural, and Social Views of Yugoslav Youth — *Stanislaw Skrzypek* — 87

Prevention and Treatment in Mental Health Communications — *Demetrios Papageorgis* — 107

The Potential Role of Turkish Village Opinions Leaders in a Program of Family Planning — *J. Mayone Stycos* — 120

CURRENT RESEARCH

A Comparison of Mailed Questionnaires and Subsequent Structured Interviews — *Edward C. McDonagh and A. Leon Rosenblum* — 131

Occupational Rank and Attitudes toward Immigrants — *Frank E. Jones and Wallace E. Lambert* — 137

THE POLLS: Personal Religion — *Hazel Gaudet Erskine* — 145

NEWS AND NOTES — *Joseph T. Klapper* — 158

IN MEMORIAM — 165

CORRESPONDENCE AND COMMENT — 168

BOOK REVIEWS

Koch, Sigmund, Editor, *Psychology: A Study of a Science. Volume 6. Investigations of Man as Socius: Their Place in Psychology and the Social Sciences*
Reviewed by M. Brewster Smith — 170

Lane, Robert E., and David O. Sears, *Public Opinion*
Reviewed by Peter Odegard — 178

Maletzke, Gerhard, *Psychologie der Massenkommunikation*
Reviewed by W. Phillips Davison — 180

MacDougall, Curtis D., *The Press and Its Problems*
Reviewed by John J. Corson — 181

White, David Manning, and Robert H. Abel, Editors, *The Funnies: An American Idiom*
Reviewed by H. Allan Kornfeld — 182

Mayer, Henry, *The Press in Australia*
Reviewed by Arthur Edward Rowse — 183

NUMBER 2 SUMMER 1965

Polling for a Presidential Candidate: Some Observations on the 1964 Campaign — *Thomas W. Benham* 185

Alienation and Political Opinions — *Marvin E. Olsen* 200

Local Referendums: An Alternative to the Alienated-voter Model — *Clarence N. Stone* 213

Physicists' Views of Space Politics — *Donald A. Strickland* 223

British Elite Attitudes and the European Common Market — *Mark Abrams* 236

A Deviant Election in a One-party County — *Shirley Chapman and Richard Claude* 247

Southern Conservatism: Constituency Opinion and Congressional Voting — *George Robert Boynton* 259

American Public Opinion and the Fallout-shelter Issue — *Gene N. Levine and John Modell* 270

Mass and Attentive Opinion on Nuclear Weapons Tests and Fallout, 1954-1963 — *Eugene J. Rosi* 280

CURRENT RESEARCH

Gulliver in the Land of the Swiss — *Charles S. Ascher* 298

Factors in the Passage of Sterilization Legislation: The Case of Virginia — *Charles Windle* 306

The "Asymmetry" of "Liking" and "Disliking": A Phenomenon Meriting Further Reflection and Research — *Nehemiah Jordan* 315

A Comparison of Physical and Verbal Responses to Television Commercials — *Herbert E. Krugman* 323

THE POLLS: Organized Religion — *Hazel Gaudet Erskine* 326

NEWS AND NOTES — *Walli F. Leff* 338

BOOK REVIEWS

Bauer, Raymond A., Ithiel de Sola Pool, and Lewis Anthony Dexter, *American Business and Public Policy*
Reviewed by E. E. Schattschneider 343

Edelman, Murray, *The Symbolic Uses of Politics*
Reviewed by Harold D. Lasswell 344

Quint, Howard H., and Robert H. Ferrell, *The Talkative President: The Off-the-record Press Conferences of Calvin Coolidge*
Reviewed by Elmer E. Cornwell, Jr. 345

Hale, Oron J., *The Captive Press in the Third Reich*
Reviewed by Cedric A. Larson 346

NUMBER 3 FALL 1965

The Impact of Television Advertising: Learning without Involvement — *Herbert E. Krugman* — 349

Changes in Public Opinion and Attitudes between Generations

American Values: A Generation of Change — *Stuart Chase* — 357

The Politics of Three Decades — *Elmo Roper* — 368

Cognitive Dimensions and Political Activity — *John H. Kessel* — 377

Skill Level and Politics — *Richard F. Hamilton* — 390

Evaluating the Probable Reactions to the Landing in North Africa in 1942: A Case Study — *Hadley Cantril* — 400

The Defense of Insanity: A Survey of Legal and Psychiatric Opinion — *Rita James Simon and Wendell Shackelford* — 411

CURRENT RESEARCH

News Selection Patterns among Iowa Dailies — *David Gold and Jerry L. Simmons* — 425

A Computer-generated Sampling Table for Selecting Respondents within Households — *William J. Paisley and Edwin B. Parker* — 431

The Lost-letter Technique: A Tool of Social Research — *Stanley Milgram, Leon Mann, and Susan Harter* — 437

PROCEEDINGS OF THE TWENTIETH ANNUAL CONFERENCE OF THE AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
(See detailed table of contents on pp. 440-441.)

The AAPOR Award — 442

THE POLLS: Religious Prejudice, Part I — *Hazel Gaudet Erskine* — 486

NEWS AND NOTES — *Joseph T. Klapper* — 497

IN MEMORIAM — 504

BOOK REVIEWS

A. William Bluem, *Documentary in American Television*
Reviewed by Leo Bogart — 506

Paul W. Blackstock, *The Strategy of Subversion: Manipulating the Politics of Other Nations*
Reviewed by Harold D. Lasswell — 507

James D. Barber, *Political Leadership in American Government*
Erwin L. Levine, *Theodore Francis Green: The Rhode Island Years, 1906-1963*
Ralph G. Martin, *The Bosses*
Reviewed by Dayton D. McKean — 509

J. W. Brehm and A. R. Cohen, *Explorations in Cognitive Dissonance*
L. Festinger, *Conflict, Decision and Dissonance*
Reviewed by Charles P. Smith — 511

Walter F. Murphy, *Elements of Judicial Strategy*
Reviewed by George W. Spicer 514

Charles S. Mayer, *Interviewing Costs in Survey Research: A Computer Simulation Study*
Reviewed by Herbert E. Krugman 516

Robert Blauner, *Alienation and Freedom: The Factory Worker and His Industry*
Reviewed by Lewis Lipsitz 517

Terence K. Hopkins, *The Exercise of Influence in Small Groups*
Reviewed by Robert T. Golembiewski 519

NUMBER 4 WINTER 1965-1966

The Structural Basis for Right-wing Conservatism: The Goldwater Case *Irving Crespi* 523

Polls and the Political Process—Past, Present, and Future *George Gallup* 544

The Urban Party Organization Member *Robert H. Salisbury* 550

The Public Opinion Reports of the Nazi Party *Aryeh L. Unger* 565

Alienation and Uses of the Mass Media *Jack McLeod, Scott Ward, and Karen Tancill* 583

Effects of Prior Commitment on Behavior after a Persuasive Communication *Anthony G. Greenwald* 595

Political Role Attributions and Dynamics in a Japanese Community *Yasumasa Kuroda* 602

Mass Media Exposure and Modernization among Colombian Peasants *Everett M. Rogers* 614

CURRENT RESEARCH

Face-to-face Communication about Major Topics in the News *Verling C. Troldahl and Robert Van Dam* 626

Use of a Postcard Query in Mail Surveys *Morton L. Brown* 635

Time Allocation in Survey Interviewing and in Other Field Occupations *Seymour Sudman* 638

THE POLLS: Religious Prejudice, Part 2: Anti-Semitism *Hazel Gaudet Erskine* 649

NEWS AND NOTES *Joseph T. Klapper* 665

BOOK REVIEWS

Russett, Bruce, Hayward R. Alker, Jr., Karl W. Deutsch, and Harold D. Lasswell, *World Handbook of Political and Social Indicators*
Reviewed by William Paisley and Edwin B. Parker 669

Stycos, J. Mayone, and Kurt W. Back, *The Control of Human Fertility in Jamaica*
Reviewed by Robert M. Dinkel 671

Pye, Lucian W., ed., *Communications and Political Development*
Schramm, Wilbur, *Mass Media and National Development: The Role of Information in the Developing Countries*
Reviewed by W. Phillips Davison 673

Rose, Richard, *Politics in England: An Interpretation*
Mitchell, William C., *The American Polity: A Social and Cultural Interpretation*
Reviewed by Morris Davis 676

Roth, Guenther, *The Social Democrats in Imperial Germany: A Study in Working-class Isolation and National Integration*
Chalmers, Douglass, *The Social Democratic Party of Germany: From Working-class Movement to Modern Political Party*
Reviewed by Richard J. Willey 678

Davis, Morris, *Iceland Extends Its Fisheries Limits*
Reviewed by Richard L. Kolbe 680

Cutlip, Scott M., and Allen H. Center, *Effective Public Relations*
Canfield, Bertrand R., *Public Relations: Principles, Cases, and Problems*
Jacobs, Herbert, *Practical Publicity: A Handbook for Public and Private Workers*
Reviewed by Edward L. Bernays 681

Ferber, Robert, Donald F. Blankertz, and Sidney Hollander, Jr., *Marketing Research*
Reviewed by Ralph Westfall 683

INDEX TO VOLUME XXIX 685